

**Notice of Intent to Bid
RFP HSR11-08**

The information you submit on this form is NOT binding. Please return this form to the California High-Speed Rail Authority Contracts Office by October 14, 2011. This information will be shared with potential Small, Micro and DVBE Subcontractors.

1. **Brief Project Title: California High Speed Rail Authority Statewide Outreach & Communications Request for Proposals**_____

2. **Organization Name: Jeffrey Scott Agency**_____

Address: 670 P Street, Fresno, CA 93721

3. **Contact Person: Jennifer Seita**_____ Telephone: (559) 268-9741x127_____

Title: Director of Client Strategies_____ Fax: (559) 268-9759_____

E-mail: jseita@jsaweb.com_____

4. **Proposed Subcontractor Subject Area(s)**

Technical: (List area(s) needed) VRPA Technologies_____

Advertising: (List area(s) needed) _____

Printing: (List area(s) needed) Dumont Printing; Western Trade Printing_____

Other – please specify: External Outreach/Coordination - ProProse_____

5. **Brief Summary of Project Purpose, Goals and Approach** (no more than 120 words):

JSA strives to partner with California High Speed Rail Authority to develop a comprehensive, successful, long-term communications and outreach strategy. Identification of current issues and preparing for potential crisis situations are key components to effectively informing the public and key audiences about High Speed Rail. We also envision the integral components of High Speed Rail's benefits for California residents being a more visible element in key traditional and social media.

6. **Team Composition**

Prime Contractor: Jeffrey Scott Agency_____

Subcontractors: VRPA Technologies, ProProse, Dumont Printing, Western Trade Printing_____

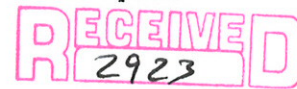


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1. Brief Project Title: RFP #11-08 STATEWIDE OUTREACH & COMM.
2. Organization Name: AVERY JAMES INC.
Address: 6601 CENTER DR. WEST, STE 500
LOS ANGELES, CA 90045
3. Contact Person: MICHELE JAMES Telephone: 310 342 8224
Title: PRESIDENT Fax: 310 348-8181
E-mail: mjames@averyjames.com
4. Proposed Subcontractor Subject Area(s)
☐ Technical: (List area(s) needed) _____
☒ Advertising: (List area(s) needed) MARKETING MATERIALS, DESIGN
☒ Printing: (List area(s) needed) DVBE REPRODUCTION
☒ Other - please specify: FOREIGN LANGUAGE ASSISTANCE
5. Brief Summary of Project Purpose, Goals and Approach (no more than 120 words):
OUR PURPOSE IS TO DEVELOP AND IMPLEMENT A STRATEGIC PLAN TO SUPPORT THE CALIFORNIA HIGH SPEED RAIL PROJECT. OUR GOAL IS TO MANAGE THE COMMUNICATION OF PROJECT DETAILS WHILE EDUCATING PUBLIC/STAKEHOLDERS (TO INCLUDE JOB SEEKERS, STUDENTS, RESIDENTS, BUSINESSES, LAND OWNERS, ETC.)
6. Team Composition
Prime Contractor AVERY JAMES INC
Subcontractors TBD



10-14-11P04:15 RCVD

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1. **Brief Project Title:** Statewide Outreach & Communications (RFP #HSR11-08)

2. **Organization Name:** Burson-Marsteller

Address: 303 Second Street, Suite 350, North Tower

San Francisco, CA 94107

3. **Contact Person:** Cheryl Heinonen Telephone: (415) 591-4000

Title: Managing Director, Corporate Fax: (415) 591-4030

E-mail: Cheryl.Heinonen@bm.com

4. **Proposed Subcontractor Subject Area(s)**

☐ Technical: (List area(s) needed) _____

☐ Advertising: (List area(s) needed) _____

☐ Printing: (List area(s) needed) _____

☒ Other -- please specify: communications, external outreach, design & production of marketing materials.

5. **Brief Summary of Project Purpose, Goals and Approach (no more than 120 words):**

If awarded the contract, Burson-Marsteller will assist in the successful implementation of high-speed rail in California by effectively and succinctly explaining key decision points of the project to a broad audience. This will include the development of a comprehensive and long-term communications and media strategy. Burson will work closely with the High Speed Rail Authority in order to successfully execute the communications and clearly disseminate information to the general public as well as tailoring the information to key audiences, including the legislature, business, labor, environmental, and other constituency groups whose need for information about the development of the high-speed rail project is significant.

6. **Team Composition**

Prime Contractor Burson-Marsteller

Subcontractors _____

NOTE: We are interested in hearing from certified DVBE partners.

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1. Brief Project Title: California High-Speed Rail Authority Request for Proposals for Statewide Outreach and Communications, RFP# HSR11-08

2. Organization Name: Allison & Partners

Address: 505 Sansome Street, 7th Floor
San Francisco, California 94111

3. Contact Person: Larry Krutchik

Telephone: 310.496.4474

Title: Senior Vice President

Fax: 310.452.9005

E-mail: larry@allisonpr.com

4. Proposed Subcontractor Subject Area(s)

- ☒ Technical: (List area(s) needed) Small and minority-owned businesses confirmed
- ☒ Advertising: (List area(s) needed) _____
- ☒ Printing: (List area(s) needed) DVBE subcontractor confirmed
- ☐ Other – please specify: _____

5. Brief Summary of Project Purpose, Goals and Approach (no more than 120 words):

Pursuant to RFP# HSR11-08, Allison & Partners is bidding to serve as the prime public relations contractor on this contract. Together with our team of regional, ethnic, small business and DVBE subcontractors, we will develop and successfully implement an integrated strategic communications and outreach program that will educate diverse constituencies about the benefits and value of high-speed rail, elevate confidence and attract investment in the project among key stakeholders, and inspire Californians to lead the nation in pursuing sustainable transportation solutions that will generate jobs, promote economic development, and make Californians proud.

6. Team Composition

Prime Contractor: Allison & Partners

Subcontractors: Team TBD

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1. **Brief Project Title:** Statewide Outreach and Communications RFP

2. **Organization Name:** Katz & Associates, Inc.

Address: 1801 I Street, Suite 100
Sacramento, CA 95811

3. **Contact Person:** Lori Prosio Telephone: 916-239-4601

Title: Vice President Fax: 916-492-0927

E-mail: lprosio@katzandassociates.com

4. **Proposed Subcontractor Subject Area(s)**

☒ Technical: (List area(s) needed) Public outrerach, public relations, community relations

☒ Advertising: (List area(s) needed) Potential media planning and buying

☒ Printing: (List area(s) needed) Printing services

☐ Other – please specify: _____

5. **Brief Summary of Project Purpose, Goals and Approach** (no more than 120 words):

The project goal is to provide education to stakeholders statewide in support of the California High Speed Rail Authority plan to establish service between major California metropolitan areas. The approach involved application of public outreach and community outreach expertise, supported by appropriate materials and activities statewide.

6. **Team Composition**

Prime Contractor Katz & Associates, Inc.

Subcontractors Media Solutions; SourceOne; Independent Consultants: Jim Gogek, Eileen Padberg, Tony Winnicker, Rob Stuzman

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1. **Brief Project Title:** STATEWIDE OUTREACH And COMMUNICATIONS
2. **Organization Name:** GC Tech, Inc.
Address: 417 S. Hill Street, Suite 203, Los Angeles, CA 90013
3. **Contact Person:** Emile Gardner Telephone: 213-833-5910
Title: Vice President Fax: 213-253-2710
E-mail: egardner@gctechinc.com

4. **Proposed Subcontractor Subject Area(s)**

- ☐ Technical: (List area(s) needed) _____
- ☒ Advertising: (List area(s) needed) Public Service Announcements
- ☒ Printing: (List area(s) needed) Reproduction and hard copy binding
- ☐ Other – please specify: _____

5. **Brief Summary of Project Purpose, Goals and Approach** (no more than 120 words):

Purpose: Community Relations and Outreach is a project core level function that is critical to the successful management of the public expectation, implementation of the design process and execution of construction activities. Keeping the public, elected officials, stakeholders, and the media informed about the project allows for public acceptance, which in turn aids in delivering the project within the allocated timelines and budget.

Goals and Objectives: Working with all adjacent neighborhoods, third parties, elected official and stakeholders during the design process and throughout construction to allow for an involved citizenry, but will also secure public trust, a crucial element in the successful execution of a public transit project.

Approach:

- Develop proactive outreach strategies to educate, engage and inform, and provide interactive resource tools that allow for real-time communication and input between the Agency and stakeholders.
- Identify foreseeable problems and developing a Preventative Methods Matrix
- Develop a clear and concise Community Relations Team Roles and Responsibilities to manage the day-to-day work and reporting activities.
- Develop an effective Communication Plan, that is inclusive of the following:
 - Design Logo and Branding of Project
 - Constituent Protocol Plan
 - Community Design Committee

- Review and evaluate from a community relations perspective all pertinent documents that will anticipate the types of Notices and Collateral Materials to be developed (including website, Facebook, Twitter, etc.)
- Briefing Packages for stakeholders, legislative, press/media, Board Members, Third Party Agencies
- Develop database of interested parties and stakeholders
- Develop Community Meetings and Notification Procedures
- Develop and Implement Community Relations / Outreach Reporting Procedures

6. Team Composition

Prime Contractor: GC Tech, Inc.

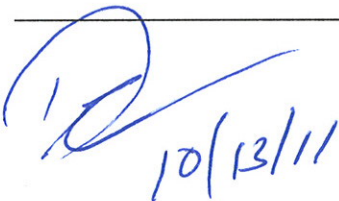
Subcontractors: To be determined

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1. **Brief Project Title:** STATEWIDE OUTREACH AND COMMUNICATIONS
2. **Organization Name:** EXLINT, INC.
Address: 11 TIDEWATER
IRVINE, CA 92614
3. **Contact Person:** DAN CHAROBEE Telephone: 949-929-6378
Title: PRESIDENT Fax: 949-485-2665
E-mail: DCHAROBEE@EXLINT.NET
4. **Proposed Subcontractor Subject Area(s)**
☒ Technical: (List area(s) needed) Community research
☒ Advertising: (List area(s) needed) Media buying
☒ Printing: (List area(s) needed) Displays, Posters, Brochures
☒ Other – please specify: Event planning
5. **Brief Summary of Project Purpose, Goals and Approach** (no more than 120 words):

We believe the High Speed Rail is a wonderful opportunity for California. EXLINT will provide statewide strategic research, planning, strategies, and execution of this outreach and communications plan. Our strategic expertise communication and media will accomplish the goals of providing essential, effective, and timely communication throughout each phase of the High Speed Rail project. Our approach will be to provide pre-development, under development, and post development plans, activities, and reviews.
6. **Team Composition**
Prime Contractor EXLINT, INC.
Subcontractors _____


10/13/11

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10-13-11P05:40 RCVD RFP Attachment 1

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1. **Brief Project Title:** Public Relations Program for CHSRA
2. **Organization Name:** KP Public Affairs
Address 1201 K Street, Suite 800
Sacramento, CA 95814
3. **Contact Person:** Michael Burns Telephone: 916-448-2162
Title: Managing Partner Fax: 916-448-4923
E-mail: mburns@ka-pow.com
4. **Proposed Subcontractor Subject Area(s)**
☐ Technical: (List area(s) needed) _____
☐ Advertising: (List area(s) needed) _____
☐ Printing: (List area(s) needed) _____
☐ Other – please specify: _____
5. **Brief Summary of Project Purpose, Goals and Approach** (no more than 120 words):
The purpose of the project is to assist the California High-Speed Rail Authority in developing and implementing a strategic statewide outreach and communications program. The communications program will include strategies and tactics for reaching diverse stakeholder groups and assisting in communication of key decision points to a broad audience.

The project goals also include the development of a long-term strategy and plan for working with the Authority, and the engineering, planning, financial and regional communications contractors to execute the program. The project involves disseminating information about the High-Speed Rail to the public and key audiences, including the legislature, business, labor, environmental and other constituency groups.

The approach includes a robust media, stakeholder outreach and targeted paid media program.
6. **Team Composition**
Prime Contractor KP Public Affairs
Subcontractors SourceOne Communications, Spectrum Office Products, Consensus, Inc.



10-13-11A11:45 RCVD

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1. **Brief Project Title:** Statewide Outreach And Communications, RFP #HSR11-08
2. **Organization Name:** CALTROP Corporation
Address: 10 River Park Place East, Suite 200
Fresno, CA 93720
3. **Contact Person:** Mark DeSio Telephone: (559) 268-5751
Title: Project Manager Fax: (559) 268-5291
E-mail: mdesio@caltrop.com
4. **Proposed Subcontractor Subject Area(s)**
☒ Technical: (List area(s) needed) Government Relations, Market Research,
Data Analysis, and Program and Policy Analysis
☐ Advertising: (List area(s) needed) _____
☐ Printing: (List area(s) needed) _____
☐ Other – please specify: _____
5. **Brief Summary of Project Purpose, Goals and Approach** (no more than 120 words):
CALTROP will develop a comprehensive and long-term communications and outreach strategy, and work closely with Authority staff and the Authority's engineering, planning, financial and other contractors, both at headquarters and in the regions, to execute that strategy. CALTROP will clearly disseminate information about the project and its various aspects to a broad audience of the general public, as well as tailoring the information to key audiences, including the legislature, business, labor, environmental and other groups.
6. **Team Composition**
Prime Contractor CALTROP Corporation
Subcontractors Smith Watts & Co., David Lang & Associates,
JD Franz Research, Inc. and Cambria Solutions



10-14-11P12:41 RCVD

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1. **Brief Project Title:** High Speed Rail - Statewide Outreach & Communications

2. **Organization Name:** Abernathy MacGregor Group, Inc

Address: 707 Wilshire Blvd, Suite 3950

Los Angeles, CA 90017

3. **Contact Person:** Daniel Hilley Telephone: 213-630-6550

Title: Executive Vice President Fax: 213-489-3443

E-mail: DCH@abmac.com

4. **Proposed Subcontractor Subject Area(s)**

☐ Technical: (List area(s) needed) _____

☒ Advertising: (List area(s) needed) Video production and web page development

☒ Printing: (List area(s) needed) Brochures, booklets, fact sheets and graphic design

☒ Other – please specify: Public opinion research

5. **Brief Summary of Project Purpose, Goals and Approach** (no more than 120 words):

Development of a comprehensive and long-term communications and outreach strategy to assist in the successful implementation of high speed rail in California by explaining important decisions to a broad audience. Contractors will work closely with Authority staff and the Authority's engineering, planning, financial and other contractors, both at headquarters and in the regions to execute this strategy. Contractors will clearly disseminate information about the project and its benefits to a broad audience of the general public as well as tailor the information to key audiences, including the legislature, business, labor, environmental and other constituency groups whose need for information about the development of the high-speed rail project is significant.

6. **Team Composition**

Prime Contractor The Abernathy MacGregor Group, Inc.

Subcontractors Forde & Mollrich, Inc.



10-14-11A08:32 RCVD

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1. Brief Project Title: Proposal for High Speed Rail Outreach and Communication Plan

2. Organization Name: Mike Thielen Advertising, Inc (dba "Catalyst Marketing Company")

Address: 970 Van Ness Avenue

Fresno, CA 93721

3. Contact Person: Mark Astone Telephone: (559) 252-2500

Title: CEO, Catalyst Marketing Company Fax: (559) 472-7141

E-mail: mastone@catalystmc.net

4. Proposed Subcontractor Subject Area(s)

☒ Technical: (List area(s) needed): Research: Online, focus group and telephone surveys

☐ Advertising: (List area(s) needed) _____

☒ Printing: (List area(s) needed): Statewide and regional outreach materials

☒ Other – please specify: State wide and regional event logical support/equipment

5. Brief Summary of Project Purpose, Goals and Approach (no more than 120 words):

The purpose of the project is to assist the High-Speed Rail Authority staff develop a comprehensive three-year outreach and communication plan. Catalyst and its four key partners will focus on developing a three-year strategic communication plan, initiate an immediate and positive communication program to address current negative public opinion and launch an all-out effort to secure gain public support, endorsement and enhance stakeholder involvement.

6. Team Composition

Prime Contractor Catalyst Marketing Company

Subcontractors Solem & Associates,

DSO, Inc.

Capitol Public Affairs

Marketing Excellence, Inc.